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Lesson plan

Boston matrix and product life cycle

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This lesson plan will help you make use of the case study on pp. 12–13 of the magazine.

The big picture	The best use of this case study would be within a lesson on the Boston matrix and the product life cycle. It will also reinforce knowledge of franchising.
Learning objectives	<p>Students should be able to demonstrate an understanding of key concepts such as the Boston matrix and product life cycle (AO1).</p> <p>Students will be able to apply this theory to a number of business scenarios and look to recommend extension strategies (AO4 skill).</p>
Starter activity	<p>Students should work in pairs to come up with as many franchises as they can think of in the UK. Make this competitive — peers assess their scores.</p> <p>Teacher to review these lists in a class Q&A on any misconceptions.</p> <p>Teacher can reinforce the understanding and refer to the theory.</p>
Lesson activities	<p>Teacher to draw a Boston matrix on the board and define cash cow, question mark, star and dog.</p> <p>Students should first read the magazine case study on Subway and complete the following tasks:</p> <ul style="list-style-type: none"> • Draw a Boston matrix for Subway. This should be a fairly simple process, as the case study highlights the basics. Students will now have the confidence to apply this theory to other business models. • Use this understanding to draw a Boston matrix for McDonald's (or similar) and review as a group. • Extension task — get students to think of ways of extending the life of certain products they have identified as DOGS. • Review as a class.
Plenary	<p>Teacher to project an image of the product life cycle on the board and get students to come up and write a Subway product at a given stage of the product life cycle. A great way to work out their understanding of the key concepts.</p> <p>or</p> <p>Project image of the Subway Boston matrix and get students to think of an opportunity that the business could pursue and a potential problem they may</p>

	face in the future.
Homework task	Students to prepare a Boston matrix of their choice and to bring to next lesson to present to the group. The teacher can investigate the theory further and introduce the impact of cash flow.
Assessment opportunities	AO1 theory assessment and AO4 could be integrated into a student response.
Differentiation	Extension tasks available in main activities.

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